

Coastal CONNECTION

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2005 International Coastal Cleanup

The 20th annual ICC is scheduled for Saturday, September 17, 2005. Please join us! Call 1-800-262-BEACH (U.S. only) for more information, or log onto our website at www.coastalcleanup.org to find out how you can participate.

The Ocean
Conservancy

Advocates for Wild, Healthy Oceans

Results from the 2004 Cleanup



ICC St. Lucia

In its 19th year, more than 305,000 volunteers across the globe joined together on September 18 to remove over 7.7 million pounds of debris from more than 11,000 miles of shoreline, streams, and waterways as part of the International Coastal Cleanup (ICC). The Cleanup expanded its global presence by including five new countries—Brunei, Malawi, Samoa, Sudan, and Tunisia—bringing the total number of participating countries to 88.

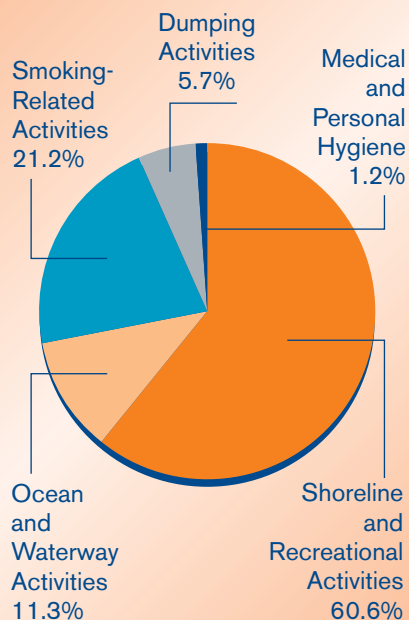
The 2004 Cleanup gave The Ocean Conservancy a clear indication that our activities on land continue to have serious repercussions on our oceans and waterways. Over 60 percent of all debris found during the Cleanup originated from land-based activities such as picnics, festivals, sports, and days at the beach. Seventy-six percent of that debris included food-related packaging such as food wrappers, beverage bottles and cans, utensils, plates, cups, and straws, as well as litter washed from streets, parking lots, and storm drains.

Smoking-related activities accounted for another 21 percent of the debris collected worldwide.

Fishing nets accounted for the majority of ocean and waterway-related debris, which represented 11 percent of the total debris collected. Dumping activities were responsible for a little less than six percent. Medical and personal hygiene made up more than one percent of the total debris collected during the Cleanup, but accounted for some of the more disturbing items found on our shorelines and waterways such as condoms, syringes, and tampon applicators.

Worldwide Sources of Debris (2004 ICC)

2004 LAND & UNDERWATER CLEANUPS (COMBINED)



The International Coastal Cleanup engages people to remove trash and debris from the world's beaches and waterways, to identify the sources of debris, and to change the behaviors that cause pollution.

2005 ICC Funders

Alexander & Baldwin Foundation
American Plastics Council
Brunswick Public Foundation
The Coca-Cola Company
The Dow Chemical Company
U.S. Environmental Protection Agency
ITW Hi-Cone
National Oceanic & Atmospheric Administration
Oracle
Philip Morris U.S.A.
Procter & Gamble Fund
Progress Energy
Publix Supermarkets Charities
See's Candies
Western Pacific Regional Fishery Management Council

Top Ten Items Found Worldwide (2004 ICC)

LAND AND UNDERWATER CLEANUPS

Debris Items	Total Number	Percent
1. Cigarettes/Cigarette Filters	1,292,154	18.2%
2. Food Wrappers and Containers	768,148	10.8%
3. Caps/Lids	606,906	8.6%
4. Bags	531,085	7.5%
5. Beverage Bottles (Plastic) 2 liters or less	498,184	7.0%
6. Cups/Plates/Forks/Knives/Spoons	472,999	6.7%
7. Beverage Bottles (Glass)	321,927	4.5%
8. Beverage Cans	311,035	4.4%
9. Straws/Stirrers	285,273	4.0%
10. Fishing Nets	174,271	2.5%
Totals	5,261,982	74.1%

Dangerous Debris Items Collected Worldwide (2004 ICC)

DEBRIS ITEM	Number
Bags	531,085
Balloons	62,924
Crab/Lobster/Fish Traps	11,765
Fishing Line	54,620
Fishing Nets	174,271
Plastic Sheeting/Tarps	84,854
Rope	137,870
Six-Pack Holders	39,722
Strapping Bands	30,810
Syringes	13,441
Total	1,141,362

Unfortunately, debris does not stop at the water line. More than 6,600 divers participated in underwater cleanups, gathering more than 150,000 pounds of debris from 382 miles of riverbed and seafloor areas.

Volunteer participation in the 2004 ICC also increased in several countries. In India, 20,160 people volunteered for the ICC, an increase of 9,044 volunteers from last year. Nigeria more than quadrupled its volunteer participation, increasing from 1,632 volunteers in 2003 to 7,319 in 2004. In the United States, Georgia's cleanup efforts expanded to

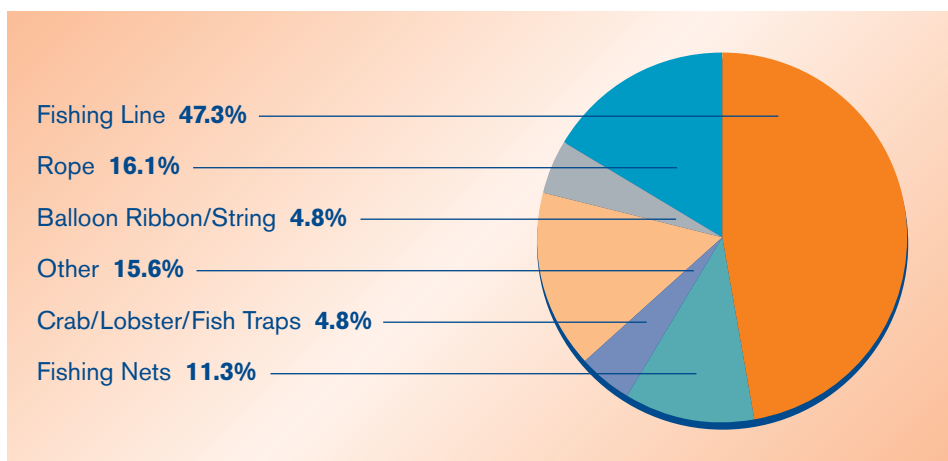
include "Rivers Alive" activities, increasing statewide participation to 22,198 volunteers.

Each year, volunteers find animals entangled in a variety of debris. Unfortunately, the impacts can be deadly, causing lethal cuts, hampered mobility, suffocation, drowning, and debris ingestion—which can lead to strangulation and starvation when animals mistake debris for food. In 2004, volunteers found 186 animals entangled in debris worldwide. Fishing line was responsible for nearly half of all entanglements, with rope (16 percent) and fishing nets (11 percent) coming in second and third.

While marine mammal entanglements may be the most well known, they comprise only 10 percent of the total entanglements found during the 2004 ICC. Fish and invertebrates accounted for more than 61 percent of all recorded entanglements. Volunteers also found 46 entangled seabirds, which accounted for nearly a quarter of the total entangled wildlife found during the 2004 ICC. These discoveries illustrate that marine debris affects all aspects of the ocean ecosystem, even those species that spend less time in and on the water.

The "Top Ten" list represents the 10 most abundant items found during the Cleanup. In 2004, the "Top Ten" list accounted for nearly three-quarters of the total collected debris. Shoreline and Recreational Activities made up approximately 72 percent of the total Top Ten debris items. Fishing nets also made the Top Ten, illustrating that human activity on the water can also have ramifications for ocean ecosystems. ♦

Debris Items Found Entangling Animals (2004 ICC)



Number of Entangled Animals Found (2004 ICC)



Entangled Animals Worldwide (2004 ICC)

Activities that Produce Debris

Recreational and Shoreline Activities

Picnics, festivals, and days at the beach can produce a variety of debris. Litter washed from streets, parking lots, and storm drains also contributes to this category of debris.

Ocean/Waterway Activities

A variety of ocean and waterway activities, such as cruise ship operations, fishing, boating, military vessels, and even offshore oil drilling, can result in marine debris.

Smoking-Related Activities

Litter from smoking produces harmful debris, including cigarette filters, cigar tips, and tobacco packaging debris.

Medical and Personal Hygiene

Medical and personal hygiene waste can enter the environment through improper disposal. Since it often arrives on beaches through sewer systems, its presence on shore can indicate other, unseen pollutants.

Dumping-Related Activities

Dumping items like building materials, cars and car parts, and large household items—either legally or illegally—contributes to marine debris.

ENTANGLING DEBRIS

	Invertebrates	Fishes	Reptiles	Birds	Mammals	Total	
Balloon Ribbon/String	1			7	1	9	4.8%
Crab/Lobster/Fish Traps	7	1			1	9	4.8%
Fishing Line	20	38	2	23	5	88	47.3%
Fishing Nets	6	11		4		21	11.3%
Miscellaneous	9	4	3	1	2	19	10.2%
Plastic Bags	1		1	1	1	4	2.2%
Rope	8	8	1	5	8	30	16.1%
Six-Pack Holders				5		5	2.7%
Wire					1	1	0.5%
Total	52	62	7	46	19	186	
Total Percentage	28.0%	33.3%	3.8%	24.7%	10.2%		

Taking Out the Trash

BY MATT HOURIHAN

Debris is one of the most pervasive problems facing ocean life. It's also one of the most preventable.

In the summer of 2001, a North Atlantic right whale named Churchill was discovered off Cape Cod, badly entangled in derelict fishing gear. Over the next three months, teams from the United States and Canada tried multiple times to release Churchill from the gear as he made his way north. Scientists attached a beacon to track the whale as it swam. But their efforts were for naught, as the deep gashes on Churchill's hide became increasingly infected. Finally, five months after the initial sighting, the signal from the radio beacon became silent. Churchill's struggle had come to a tragic end.

Sadly, Churchill's story is not uncommon. Abandoned or lost (derelict) gear and other man-made materials discarded into our waterways and on our shores—known as marine debris—are a serious threat to marine wildlife and ocean ecosystems. People cause marine debris, and it impacts ocean health across the globe. In 1991, a scientist found more than 950 pieces of trash on the beach of Ducie Atoll in the Pacific Ocean, even though it is 3,000 miles from the nearest continent. In 1977, 300 million pieces of garbage were found 8,200 feet beneath the surface of the Mediterranean Sea between France and Corsica. As these examples illustrate, marine debris has become a pervasive global problem. Fortunately, marine debris is a problem we can solve, if we're willing to make a change for the better.

Over two-thirds of marine debris items on our shores come from people on land. "It really provides a window to our resources, and how people use and abuse the waterways," says Seba Sheavly, Director of The Ocean Conservancy's Office of Pollution Prevention and Monitoring and an authority on marine debris.

But while our activities on land contribute the majority of marine debris to the ocean environment, what we do on the water plays no small role. Fishing nets from commercial fishing boats, heavy rope to lash down cargo or equipment on vessels, and general waste from other ships or offshore oil drilling platforms also make their way into the water. While trash that originates on land is more abundant, materials we use on the water—especially fishing gear and other equipment—can be even more harmful to the marine environment and ocean ecosystems.



Damaging Ecosystems

"Marine debris is one of the most pervasive and prevalent forms of pollution that impacts our waterways, marine habitats, and the people who live near them. It costs money and causes tremendous ecological harm," says Sheavly. "With that said, it's also one of the most solvable pollution problems we have. It's a universal, understandable problem."

While trash or litter on the shore is an eyesore, it is also dangerous, especially to people who accidentally step on syringes or broken glass while barefoot on the beach. But one of the most serious effects of marine debris is its impact on marine wildlife. Every year, thousands of fish, marine mammals, and seabirds become entangled in derelict fishing gear, ropes, plastic trash bags, or other debris, which can harm them. Debris can also cover and smother shallow water habitats that rely on sunlight to thrive. In places like the Northwestern Hawaiian Islands, derelict gear and nets and other large debris have been known to drag across or snag on fragile coral, tearing up and destroying wide swaths of critical underwater habitat. Nets also present a dangerous lure for endangered Hawaiian monk seals; the curious animals can become entangled in discarded fishing nets and drown.

These drifting nets can also be a hazard to fishermen, says Eric Kingma, National Environmental Policy Act (NEPA) administrator for the Western Pacific Regional Fishery Management Council, based in Hawaii. "In the longline fisheries



Marine debris is a serious threat to marine wildlife and ocean ecosystems.

out on the high seas, they encounter large nets from trawlers. The nets become snagged on the hooks and other gear, and that poses safety-at-sea issues," says Kingma. Kingma also points out that these nets don't come from Hawaiian waters, but actually originate in the northern Pacific, illustrating the distance that derelict nets and gear can travel. "The fishing industry and commercial and recreational boaters spend large sums of money annually to repair or replace equipment and vessels damaged by marine debris," said Holly Bamford, coordinator of the National Oceanic and Atmospheric Administration's (NOAA) marine debris program.

Finding Solutions

What can we do about marine debris? "Education and outreach are critical components," says Bamford. So are cleanups. Events like the U.S. Coast Guard cleanups in Hawaii have an immediate impact on ocean health. These cleanups include a monthly sweep of the North Shore, which removes 30 to 60 pounds of debris each month. NOAA also performs annual cleanups of the Northwest Hawaiian Islands. Since 1998, 487 tons of marine debris and derelict fishing gear have been removed from the Islands.

Debris cleanup isn't restricted to Hawaii. With cleanups in 88 countries on six continents, The Ocean Conservancy's annual International Coastal Cleanup (ICC) has engaged people to remove debris from the world's waterways for 20 years. Held on the third Saturday in September, the ICC is the largest single-day volunteer event dedicated to keeping shorelines, coasts, beaches and waterways free from trash. In addition to picking up debris, Cleanup volunteers also collect and analyze the debris data.

But just removing marine debris isn't the only solution. According to Sheavly, it's equally—if not more—important to change the way people treat their environment. "Man-made products don't belong in the water, period," she says. People should engage in pollution prevention, not just pollution clean up. Data from the ICC is used to trace behaviors that cause debris and to educate people on ways to prevent it.

Fortunately, we already know most of the causes of debris and can picture solutions. A common problem with preventing derelict fishing gear from entering the ocean is finding cost-effective and accessible ways for fishermen to

responsibly dispose of damaged gear. Consequently, the Western Pacific Regional Fishery Management Council is working with NOAA and various state agencies to create incentives for fishermen to bring gear back to port. "We want to get the gear before it entangles wildlife," said Kingma. The program would be an additional measure to complement existing efforts to remove debris and derelict fishing gear by a coalition of agencies and organizations.

Congress is also involved. Earlier this year, Senators Daniel Inouye (HI) and Ted Stevens (AK) introduced the Marine Debris Research and Reduction Act. The bill creates a new marine debris program within NOAA, expands Coast Guard authority to enforce prohibitions on pollution from vessels, and enacts a federal marine debris information clearinghouse. "Our best path to success lies in partnering with one another to share resources, and I hope that others adapt our project to their own shores," said Inouye.

For fishermen, proper disposal of damaged gear will lead to healthier ecosystems and a safer working environment. To accomplish this task, fishermen must be provided with the means to correctly dispose of gear, which are not widely available. "We need drop-offs in port, with bins large enough to accommodate people who bring back their damaged gear and nets," said Capt. Paula Carroll of the U.S. Coast Guard in Hawaii.

But the best way to prevent marine debris is by changing human actions and behaving responsibly on land and sea. If everyone exerts some effort, we can help keep the oceans cleaner for future generations. ♦

Matt Hourihan is The Ocean Conservancy's media coordinator.

Durable, Dangerous Debris



Many anglers use monofilament line because it is strong, thin, durable, and nearly invisible. But those same qualities make it extremely hazardous when left behind. Discarded line is a serious threat for fish, birds, sea turtles, and marine mammals. Between 1974 and 2000, manatee specialists rescued 112 manatees that had either swallowed, or become entangled in, monofilament line or nets. And monofilament represents a threat to humans: it can foul boat propellers and engine intakes, and poses an entanglement threat to divers.

Fortunately, there are growing numbers of monofilament recycling programs, especially in Florida: eight Florida counties have active programs, and at least five others are developing such programs. Monofilament manufacturers Pure Fishing and its subsidiary, Berkley, are also participating in the recycling effort; they provide postage-paid bins in which to ship the line back to the companies for recycling. With the participation of community groups, marinas, and volunteers, local communities can implement recycling programs, educate anglers, and reduce the impacts of abandoned monofilament line. For more information about Florida's program, and about starting a monofilament recycling program, log onto <http://floridaconservation.org>.

WHAT YOU CAN DO

Derelict fishing gear is one of the most damaging forms of marine debris. But while The Ocean Conservancy and other groups and agencies continue to find cost-effective and accessible disposal methods, there are many things people can do to help reduce marine debris. These include:

- ♦ Making sure that you carry out whatever you carried in to the beach or waterway (food wrappers, beverage containers, fishing line, etc.);
- ♦ Placing waste items in the proper receptacles;
- ♦ Keeping cigarette butts out of the sand and water; and
- ♦ Getting involved in events like the 20th Annual International Coastal Cleanup.

To learn more about this year's Cleanup and find an event near you, visit www.coastalcleanup.org.

2005 ICC Conference Held in Honolulu, Hawaii



From May 20 to 24, 2005, the annual International Coastal Cleanup (ICC) Conference celebrated the Cleanup's upcoming 20th anniversary in Honolulu, Hawaii. International conference attendees included ICC coordinators from Mexico, India, Turkey, Korea, Dominica, Canada, St. Kitts and Nevis, and the British Virgin Islands as well as a host of U.S. coordinators hailing from New York, Virginia, Texas, California, Washington, Nebraska, Arizona, and several other states.

Seventy people attended the conference and participated in several lectures and presentations on the history of the ICC. Presentation topics covered a range of subject matter, including the ICC's origins, the role of government and industry in protecting the ocean, special sessions on the wise-use conservation system in Hawaii known as Ahupua'a, and the status of the Northwestern Hawaiian Islands (NWHI) Coral Reef Ecosystem Reserve's proposed national marine sanctuary. The NWHI is the largest U.S. coral reef system and is highly impacted by marine debris. Extensive efforts have been made in the past 10 years to physically remove the debris (primarily in the form of derelict nets and gear), study its origins, and work to abate its deposition.

The Conference opened with a special Hawaiian blessing, a welcome from Kitty Simonds, Executive Director for the Western Pacific Regional Fishery Management Council (Wespac), and a review of the 2004 ICC results and accomplishments. The evening, hosted by the American Plastics Council, included a

special luau and local entertainment for the ICC coordinators and guests. Other Conference sponsors included The Coca-Cola Company, Oracle, U.S. Environmental Protection Agency, National Oceanic and Atmospheric Administration, Western Pacific Regional Fishery Management Council, and Alexander & Baldwin Foundation. Conference attendees visited Hanauma Bay, a local coral reef preserve, and enjoyed a special snorkeling tour with its director, Alan Hong, and several instructors.

Several coordinators commented on the collective energy of the conference and cited

numerous highlights, including opportunities to network, develop camaraderie among participants, learn from other coordinators and speakers, and share successes and concerns about the Cleanup.

The Ocean Conservancy presented a plaque to Senator Inouye (HI) on behalf of the organization and the thousands of volunteers around the world who are part of our Cleanup efforts. We thanked Sen. Inouye for his efforts to reduce the harmful effects of marine debris on our oceans and coasts and for championing this necessary and important legislation. ♦

New Bill to Help Reduce Marine Debris

In an effort to help stem the tide of marine debris, Senators Daniel Inouye (HI) and Ted Stevens (AK) introduced the Marine Debris Research and Reduction Act to Congress in early 2005.

Among other actions, the bill creates a new marine debris program within the National Oceanic and Atmospheric Administration (NOAA), expands Coast Guard authority to enforce prohibitions on pollution from vessels, and enacts a federal marine debris information clearinghouse. While it has yet to become law, the bill has garnered support in the U.S. Department of Commerce and NOAA.

Every year thousands of marine

mammals and sea birds die because of entanglement in, or ingestion of, debris and trash that finds its way to the oceans. Marine debris includes derelict fishing gear and nets from commercial and recreational fishing, as well as debris from land-based sources.

"This bill is a great step forward in addressing some of these major sources of dangerous debris," said Seba Sheavly, Director of The Ocean Conservancy's Office for Pollution Prevention and Monitoring. "It will expand the existing body of science, contribute to our understanding of its sources, and lead to more effective prevention." ♦

Coca-Cola: A Global Leader



Jeff Foote of the Coca-Cola Company addresses participants at the ICC Conference.

"Coca-Cola is 92 percent water," explains Jeff Foote, Director, Environment and Water Resources for The Coca-Cola Company. "It is our largest and most important ingredient. Consequently, a healthy aquatic environment is vital to our business. We want to incorporate good environmental stewardship practices into our daily business routines."

This mission, coupled with the ICC's outstanding work on pollution education and prevention, led Coke to support and encourage company cleanups around the world since the mid-1990s. This year, to celebrate the ICC's 20th anniversary, The Coca-Cola Company has announced it will be the Cleanup's lead 20th anniversary sponsor.

As part of this partnership, Coke plans to help expand the ICC's worldwide reach, increase participation and visibility of the Cleanup, and help enhance the ICC's official website. The company will also continue to provide travel scholarships for select ICC coordinators to attend the annual ICC

Conference for education and training and help pay for ICC materials and supplies.

"We want to be a responsible global citizen who makes a difference. We want to be recognized as the global corporate leader in water stewardship," says Foote. "That's why we are proud and honored to be a 20th anniversary sponsor of the International Coastal Cleanup." ♦

NOAA's Marine Debris Program

Program Overview

This year, Congress appropriated funds to support the re-establishment of a centralized marine debris capability within the National Oceanic and Atmospheric Administration (NOAA). The NOAA Marine Debris Program is a cross-NOAA line office effort, and includes the NOAA Ocean Service, NOAA Fisheries, NOAA Research, NOAA Satellite and Information Service, NOAA's National Weather Service, and NOAA Marine and Aviation Operations. The objective of this program is to support international, national, state, and local efforts to prevent, identify, remove, and reduce the occurrence of marine debris and protect and conserve our nation's natural resources and coastal waterways from its impacts.

The NOAA Marine Debris Program will organize, strengthen, and increase the visibility of the marine debris efforts within the agency to better manage the broad range of marine debris issues, as well as coordinate solutions to the problem.

Every year unknown numbers of marine animals such as whales, seals, dolphins, turtles, and sea birds are either injured or die needlessly from being entangled in, or ingesting trash and debris that finds its

way into the oceans. Coastal communities spend millions of dollars annually trying to prevent and remove debris washing up on their shorelines. U.S. ports and harbors are in a constant battle to keep the nation's waterways free of marine debris and allow maritime commerce to flow efficiently.

Partners

Program partners include other federal agencies, academia, and non-government organizations, including The Ocean Conservancy, National Fish and Wildlife Foundation, and National Marine Sanctuary Foundation.

NOAA is a lead component in the re-established interagency marine debris coordinating committee. This committee will address the domestic problem of marine debris, as well as demonstrate U.S. leadership in responding to gaps identified by experts and the international community in addressing the many problems of marine debris. ♦

For more information on Marine Debris, please visit our website at <http://marine.debris.noaa.gov>, or call 301.713.2989.

For more specific information, please contact Holly.Bamford@noaa.gov.

Sheavly Testifies Before U.N. on Marine Debris

On June 8, World Oceans Day, Seba Sheavly, Director of The Ocean Conservancy's Office of Pollution Prevention and Monitoring, testified before the United Nations (U.N.) on the negative impact of marine debris. According to findings by the Pew Oceans Commission and the U.S. Commission on Ocean Policy, marine debris is a major problem facing our oceans and The Ocean Conservancy is proud to contribute to a worldwide solution.

Sheavly presented information about The Ocean Conservancy's International Coastal Cleanup (ICC) campaign, which aims to reduce marine debris and promote ocean stewardship. The Cleanup encourages responsible behavior worldwide by involving approximately 127 countries in marine debris education and data collection, resulting in a comprehensive global marine debris database.

Sheavly participated in a discussion panel on marine debris at the Sixth Session of the Open-ended Informal Consultative Process on Oceans and the Law of the Sea held at U.N. headquarters in New York. As a session participant, she discussed the pervasive and harmful characteristics of debris and promoted marine debris education and solutions. Sheavly advocated for successful management of marine pollution through an increased understanding of the effects of marine debris and human behavior. Her proposed solutions include education and outreach programs, strong laws and policies, and governmental and private enforcement as the building blocks for a successful marine pollution prevention initiative.



International Coordinators

2005 International Coastal Cleanup



ICC Panama

ARGENTINA

Daniel Roller
Phone: 34.968.30.07.15
Email: rolleri@juno.com

BAHAMAS - GRAND BAHAMA ISLAND

Renamae Symonette/Erika Gates
Bahamas Ministry of Tourism
Phone: 242.352.8044
Email: rsymonette@gbmot.com

BAHAMAS - NASSAU

Lynn Gape
Bahamas National Trust
Phone: 242.393.1317
Email: nlgape@batelnet.bs

BARBADOS

Michael Thompson
National Conservation Commission
Phone: 246.425.1200
Email: ncc@caribsurf.com

BARBADOS

Osmond Harewood
Caribbean Youth Environmental Network
Phone: 246.423.3980
Email: osmondh@sunbeach.net

BELIZE

Hilberto Riverol
The Scout Association of Belize
Phone: 501.227.2168
Email: scouts@btl.net

BERMUDA

Robyn Bungay
Dolphin Quest
Phone: 441.234.4464, ext. 13
Email: rbungay@dolphinquest.org
Web: www.dolphinquest.org

BRAZIL

Salvatore Siciliano
Grupo de Estudos de Mamíferos Marinhos da Região Dos Lagos (GEMM)
Phone: 55.21.2288.1413
Email: sal@infolink.com.br

BRITISH VIRGIN ISLANDS

Jasmine Bannis/Mervin Hastings
Conservation & Fisheries Department
Phone: 284.494.5681
Email: jbannis@gov.vg

CANADA - BRITISH COLUMBIA

Desmond Rodenbour/Tara Taylor
Vancouver Aquarium Marine Science Centre
Phone: 604.659.3522
Email: desmond.rodenbour@vanaqua.org
Web: www.vanaqua.org

CANADA - NEW BRUNSWICK

Gay Wittrien/Sean Brillant
Atlantic Coastal Action Program
Phone: 506.652.2227
Email: acapsj@fundy.net
Web: http://user.fundy.net/acapsj

CANADA - NOVA SCOTIA

Heather Olivella
Bluenose Atlantic Coastal Action Program
Phone: 902.624.9888
Email: heather@coastalaction.org
Web: www.coastalaction.org

CANADA - PRINCE EDWARD ISLAND

Karen Wilson
Southeast Environmental Association
Phone: 902.838.3351
Email: kwilson@seapei.ca
Web: www.seapei.ca

CAYMAN ISLANDS

Najah Lewis
Cayman Islands Tourism Association
Phone: 345.949.8522
Email: najah@cita.ky

CHILE

Sara Kimberlin/Justin Holl
Estacion Costera de Investigaciones Marinas (ECIM)
Phone: 56.35.431670
Email: skimberlin@gmail.com

COLOMBIA - SAN ANDRÉS

Enriqueta Hawkins
CORALINA
Phone: 57.8.512.8273, ext 105
Email: hennyhapo@yahoo.com

COSTA RICA

Giovanna Longhi
Asociacion Terra Nostra
Phone: 506.228.4317
Email: glonghi@racsa.co.cr

CYPRUS

Andreas Demetropoulos
Cyprus Wildlife Society
Phone: 357.22.350.316
Email: andrecws@logos.cy.net

DOMINICA

Terry Raymond
Dominica Youth Environment Organization
Phone: 767.449.8012
Email: tor70@cwdom.dm

DOMINICAN REPUBLIC

Patricia Lamelas
CEBSE, Inc.
Phone: 809.538.2042
Email: cebse@internet.codetel.net.do
Web: www.samana.org.do

ECUADOR

Narcisa Cardenas Araujo/Cap. Hernan Moreano
Programa de manejo de Recursos Costeros
Phone: 593.42.296555
Email: narcisaambiente@yahoo.es

ECUADOR - GALAPAGOS

Cap. Miguel Mosquera B./Sergio Bazan
Fundacion Ecologica Albatros
Phone: 593.5.520061
Email: miguelglpgos@hotmail.com
Web: www.albatrossfoundation.org

EGYPT

Maha Youssry/Emad Adly
Ghazala Hotels
Phone: 20.69.600150
Email: environment@ghazala.com
Web: www.ghazala.com

GREECE

Dimitris C. Mitsatsos/Constantinos Triantafyllou
HELMEPA
Phone: 3.010.9341233
Email: helmepa@helmepa.gr
Web: www.helmepa.gr

GUYANA

Trevor Benn
GuyberNet
Phone: 592.223.8251
Email: gybnet@networksgy.com

HAITI

Jean W. Wiener
Phone: 305.365.3662
Phone: 509.401.7829 (Haiti)
Email: jwwiener@aol.com
Web: www.foprobim.org

HONG KONG

Thierry T.C. Chan
Civic Exchange
Phone: 852.28930213
Email: thierrychan@civic-exchange.org
Web: www.civic-exchange.org

INDIA

Captain Rajan Vir
Indian Maritime Foundation
Phone: 91.20.26120785
Email: indmarfdn@eth.net
Web: www.kaycee.com/imf/index.html

INDONESIA

Hani Taufik
Yayasan JARI
Phone: 62.370.636040
Email: boeni@mataram.wasantara.net.id



ICC Colombia



ICC South Korea

ISRAEL

Ronen Alkalay
Marine and Coastal Division
Phone: 972.56233057
Email: ronene@sviva.gov.il

JAMAICA

Devon Blake/Barry Read
National Environmental Societies
Trust (NEST)
Phone: 876.969.6502
Email: contact@nestjamaica.com

JAPAN - JEAN

Yoshiko Ohkura (Int'l Relations)/
Azusa Kojima - Director
Japan Environmental Action Network
(JEAN)
Phone: 81.42.322.0712
Email: y_ohkura@jean.jp

JAPAN - OKINAWA (RYUKYU ISLANDS)

Edo Heinrich-Sanchez/Kenny Ehman
Okinawa O.C.E.A.N.
Phone: 81.98.965.5371
Email: edo@okinawaocean.org
Web: www.okinawaocean.org

KENYA

Fred Sewe
Keen Kleeners Ltd.
Phone: 254.041.472487.92.3
Email: fsewe@keen-kleeners.com

MALAYSIA

Jesse Siew/Maizura Mazlan
The Body Shop West Malaysia
Phone: 603.563.24313
Email: jesse.siew@thebodyshop.com

MALTA

Vince Attard
Nature Trust (Malta)
Phone: 356.21.248558
Email: info@naturetrustmalta.org

MEXICO - BAJA

Kirsten Tobey
Center for Coastal Studies
Phone: 52.613.13.60.350
Email: Ktobey@fieldstudies.org

MEXICO - COLIMA

Lidia Silva Iniguez
Universidad de Colima
Phone: 314.331.1205, ext. 53225
Email: silvainiguez@hotmail.com
Web: www.ucol.mx

MEXICO - QUINTANA ROO

Yael Bali
Ecocaribe A.C.
Phone: 252.998.8830720
Email: yael@cancun.com.mx

MEXICO - SONORA

Kenia Castaneda Nevarez
Intercultural Center for the Study of
Deserts and Oceans (CEDO, A.C.)
Phone: 52.638.2.34909
Email: kenia25@yahoo.com
Web: www.cedointercultural.org

MEXICO - TAMAULIPAS

Alejandra Lopez de Roman
Club Regatas Corona, A.C.
Phone: 52.833.213.1054
Email: covadonga8@yahoo.com
Web: www.regatascorona.com.mx

NETHERLANDS ANTILLES - BONAIRE

Imre Esser/Corine Gerharts
Sea Turtle Conservation Bonaire
(STCB)
Phone: 599.717.5074
Email: imreaida@infobonaire.com

NETHERLANDS ANTILLES - SABA

David Kooistra
Saba Marine Park/Saba Hyperbaric
Facility
Phone: 011.599.416.3295
Email: snmp@unspoiledqueen.com
Web: www.sabapark.com

NETHERLANDS ANTILLES - ST. MAARTEN

Jadira Veen
Sint Maarten Pride Foundation
Phone: 599.523.1188
Email: bernveen@yahoo.com

NIGERIA

Prince Ene Baba-owoh
Clean-Up Nigeria
Phone: 234.1.4816069
Email: cleanup_nig@yahoo.com

NORWAY

Alec Riedel
International School of Stavanger
Phone: 47.51.55.91.00
Email: ARiedel@isst stavanger.no

PANAMA

Miguel Zimmerman/America Tunon
Batista
(ANCON) Asociacion Nacional para
la Conservacion de la Naturaleza
Phone: 507.314.0060
Email: ancon_pa@cwpanama.net
Web: www.ancon.org

PERU

Erika V. Pariamachi Medina/Arturo
E. Alfaro Medina
VIDA
Phone: 51.429.4768
Email: carpinterika@yahoo.com

PROJECT AWARE - JAPAN

Shuichi Kobayashi
PADI Japan
Phone: 81.3.5721.1731
Email: planning@padi.co.jp

PROJECT AWARE - ASIA PACIFIC

Joanne Marston
Project Aware Asia Pacific
Phone: 612.9451.2300, ext. 248
Email: joannem@projectaware.org.au
Web: www.projectaware.org

PADI INTERNATIONAL LIMITED

Domino Albert/Suzanne Pleydell
Project Aware (UK)
Phone: 044.117.300.7313
Email: dominoa@projectaware.org.uk
Web: www.projectaware.org/uk/english

PROJECT AWARE - EUROPE

Stefan Booz
Project AWARE Foundation
Phone: 41.0.52.243.32.32
Email: stefan.booz@padi.ch
Web: www.projectaware.org



ICC United Kingdom

U.S. Coordinators

2005 International Coastal Cleanup



ICC Pennsylvania

PADI NORDIC - NORWAY

Jan Moller Busch
PADI Norway AS
Phone: 47.22.80.55.20
Web: www.padi.com

REPUBLIC OF KOREA

Sun Wook Hong
Korea Marine Rescue Center
Phone: 82.55.638.2646
Email: oceanook@kornet.net
Web: www.kmi.re.kr

SINGAPORE

N Sivasothi/Angeline Tay
Raffles Museum of Biodiversity
Research, NUS
Phone: 65.6874.8869
Email: sivasothi@nus.edu.sg

SOUTH AFRICA - CAPE TOWN

John Kieser
Marine and Coastal Management
Department of Environmental Affairs
and Tourism
Phone: 27.21.402.3330
Email: jkieser@deat.gov.za
Web: http://sacoast.uwc.ac.za

SOUTH AFRICA - KWAZULU-NATAL

Wayne Munger
KwaZulu-Natal Wildlife
Phone: 27.31.274.1150
Email: mungerw@kznwildlife.com

ST. KITTS AND NEVIS - NEVIS

Miriam Knorr
Nevis Historical & Conservation
Society
Phone: 869.469.5786
Email: jguilbert@nevis-nhcs.org

ST. KITTS AND NEVIS - ST. KITTS

Bryan Farrell
Ministry of Health and Environment
Phone: 869.465.4970
Email: doeskn@caribsurf.com
Web: www.uwimona.edu.jm/cesd/
stkitt/skb.html

ST. LUCIA

Marcia Dolor
Caribbean Youth Environment
Network
Phone: 758.454.6283
Email: marcydee@hotmail.com

ST. VINCENT AND GRENADINES

Myrna Toney
Caribbean 4-H Council
Phone: 784.458-9504 or 784-529-7974
Email: myrns1231@hotmail.com

TAIWAN

Ted Chang
Kuroshio Ocean Education
Foundation
Phone: 886.3.8334.133
Email: kuroshio@seed.net.tw
Web: www.kuroshio.org.tw

THAILAND

Vorasuntharosot Vorapong
Pacific Plastics/Dow Chemicals
Phone: 662.381.1038
Email: vvorapong@dow.com

TRINIDAD AND TOBAGO

Zakiya Uzoma-Wadada
Caribbean Network for Integrated
Rural Development
Phone: 868.645.6458
Email: cnird@carib-link.net
Web: http://cnird.org

TURKEY

Yasemin Catatay
Turkish Marine Environment
Protection Association (TURMEPA)
Phone: 90.216.310.9301
Email: yaseminc@koc.com.tr

TURKS AND CAICOS ISLANDS

Michelle Gardiner
Cleanup TCI
Phone: 649.241.8093
Email: mfgardiner@tcway.tc

UNITED ARAB EMIRATES

Ahmed Bin Byat/Ibrahim Al-Zubi
Emirates Diving Association
Phone: 971.4.3939390
Email: edadiver@emirates.net.ae
Web: www.emiratesdiving.com

UNITED KINGDOM

Andrea Crump
Marine Conservation Society
Phone: 44.1989.561598
Email: andrea@mcsuk.org
Web: www.adoptabeach.org.uk

VENEZUELA

Zoyla Martinez/Janethe Gonzalez
FUDENA
Phone: 58.212.238.1761
Email: zmartinez@fudena.org.ve
Web: www.fudena.org.ve

ALABAMA

Amy King
ADCNR State Lands Division
Coastal Section
Phone: 251.929.0900
Email: aking@dcnr.state.al.us
Web: www.ALCoastalCleanup.com

ALASKA

Kristin Kranendonk
National Council on Alcoholism and
Drug Dependence
Phone: 907.463.3755
Email: kkranendonk-ncaddj@ak.net

AMERICAN SAMOA

Pelema Kolise
American Samoa Environmental
Protection Agency
Phone: 684.633.2304
Email: pelasgepa@yahoo.com

ARIZONA

Linda Stiles
Arizona Clean & Beautiful
Phone: 602.262.2532
Email: llstiles@qwest.net
Web: www.arizonacleanandbeautiful.org

CALIFORNIA

Eben Schwartz/Chris (Christiane)
Parry
California Coastal Commission
Phone: 415.904.5210
Email: coast4u@coastal.ca.gov
Web: www.coastforyou.org

CONNECTICUT

Leah Lopez
Save the Sound, Inc.
Phone: 203.354.0036
Email: llopez@savethesound.org
Web: www.savethesound.org

DELAWARE

Jennifer Knotts
DE Department of Natural Resources
& Environmental Control
Phone: 302.739.4506
Email: jennifer.knotts@state.de.us

DISTRICT OF COLUMBIA

Gregg Schmidt
Ocean.US
Phone: 703.588.0844
Email: g.schmidt@ocean.us
Web: www.ocean.us

FLORIDA

Coralette Damme
The Ocean Conservancy
Phone: 727.895.2188
Email: cdamme@oceanconservancy.org

GEORGIA

Mitch Russell
Department of Natural Resources
Environmental Protection Division
Phone: 404.675.1636
Email: mitch_russell@dnr.state.ga.us
Web: www.riversalive.com

GUAM

Dave Duenas/Francis L.G. Damian
Guam International Coastal Cleanup
Committee
Phone: 671.637.1601
Email: duenas12@hotmail.com

HAWAII

Christine Woolaway
University of Hawaii
Hawaii Sea Grant College Program
Phone: 808.956.2872
Email: woolaway@hawaii.edu



ICC Galapagos

ILLINOIS

Rahdika Shah/Gina Lettiere
Alliance for the Great Lakes
Phone: 312.939.0838
Email: rshah@greatlakes.org
Web: www.greatlakes.org

INDIANA

Jeanette Miller
Phone: 219.477.4097
Email: brjoje2001@yahoo.com

LOUISIANA

Pam Kimball/Judy Desselle
LA Department of Environmental
Quality
Phone: 225.219.3274 (Judy)
Email: judy.desselle@la.gov

MAINE

Theresa Torrent-Ellis
Maine Coastal Program
Phone: 207.287.2351
Email: theresa.torrent-ellis@maine.gov

MARYLAND

Joyce Ponsell/Jay Charland
Assateague Coastal Trust
Phone: 410.641.8552
Email: execdirector@actforbays.org
Web: www.actforbays.org

MARYLAND - BALTIMORE ONLY

Geri Schlenoff/Charmaine
Dahlenburg
National Aquarium in Baltimore
Phone: 410.659.4274
Email: gschlenoff@aqua.org

MASSACHUSETTS

Pauline Westhaver
Urban Harbors Institute
Phone: 617.287.5570
Email: coastswEEP@umb.edu
Web: www.coastswEEP.umb.edu

MICHIGAN

Jamie Morton
Alliance for the Great Lakes
Phone: 616-850-0745
Email: jmorton@greatlakes.org
Web: www.greatlakes.org



ICC Illinois

MINNESOTA

Erin Zoellick
Great Lakes Aquarium
Phone: 218.740.3474
Email: ezoellick@glaquarium.org

MISSISSIPPI

Lauren Thompson
MS Department of Marine Resources
Phone: 228.374.5022, ext 5226
Email: lauren.thompson@dmr.state.ms.us
Web: www.coastalcleanup.ms.gov

MONTANA

Steven Blomquist
Helena Scuba
Phone: 406.442.4334
Email: stevenblomquist@msn.com

NEBRASKA

Jane Polson
Keep Nebraska Beautiful
Phone: 402.486.4562
Email: jpolson@knB.org
Web: www.knB.org

NEW HAMPSHIRE

Jen Kennedy
Blue Ocean Society for Marine
Conservation
Phone: 603.431.0260
Email: jen@blueoceansociety.org
Web: www.blueoceansociety.org

NEW JERSEY - ALO

Jason Koralja
Alliance for a Living Ocean
Phone: 609.492.0222
Email: jasonlivingoceanalo@comcast.net
Web: www.livingocean.org

NEW JERSEY - COA

Tony Totah
Clean Ocean Action
Phone: 609.729.9262
Email: aatotah@aol.com
Web: www.CleanOceanAction.org

NEW JERSEY - NJDEP

Virginia Loftin
NJ Department of Environmental
Protection
Phone: 609.292.3224
Email: virginia.loftin@dep.state.nj.us

NEW YORK

Barbara Cohen/Don Reipe
American Littoral Society
Phone: 800.449.0790
Email: alsbeach@aol.com
Web: www.alsnyc.org/cleanup.htm

NORTH CAROLINA

Judy Bolin
North Carolina Big Sweep Statewide
Headquarters
Phone: 919.404.1600
Email: ncbigsweep@mindspring.com
Web: www.ncbigsweep.org

NORTH DAKOTA

Randy Kraft
SCUBA One
Phone: 800.454.DIVE
Email: scubaone@scubaone.com

OHIO

Jill Woodyard/Linda Zmudzinski
Ohio Lake Erie Commission
Phone: 419.245.2514
Email: jill_woodyard@ameritech.net
Web: www.epa.state.oh.us/oleo/

OKLAHOMA

Tom Rhodes
Grand Divers Supply
Phone: 918.256.4490
Email: granddivers@yahoo.com

OREGON

Bev Ardueser/Jack McGowan
SOLV
Phone: 503.844.9571, ext 328
Email: bev@solV.org
Web: www.solV.org

PROJECT AWARE

Tiffany Leite/Jenny Miller Garmendia
Project AWARE Foundation
Phone: 800.729.7234
Email: tiffany@projectaware.org
Web: www.projectaware.org

PENNSYLVANIA

Leni Herr
Verizon TelecomPioneers
Phone: 610.488.6629
Email: leniherr@aol.com

PUERTO RICO

Alberto Marti
Scuba Dogs
Phone: 787.783.6377
Email: scubadogs@yunque.net
Web: www.scubadogs.net

RHODE ISLAND

Eugenia Marks/Allen Bridgman
Audubon Society of Rhode Island
Phone: 401.949.5454
Email: emarks@asri.org
Web: www.asri.org

SOUTH CAROLINA - COASTAL

Susan Ferris
SC Sea Grant Consortium
Phone: 843.727.2078
Email: susan.ferris@scseagrant.org
Web: www.scseagrant.org/education/education_bsrs.htm

SOUTH CAROLINA - INLAND

Alison Krepp
S.C. Department of Natural Resources
Land, Water and Conservation
Division
Phone: 843.953.9335
Email: kreppa@dnr.sc.gov

SOUTH DAKOTA

Dennis Lively
High Plains Diving & Mick's Scuba
Center
Phone: 605.484.2215
Email: dlively@rapidnet.com
Web: www.hpdiver.com

TENNESSEE

Sydney Jernigan/Darlene Fletcher
Ski/Scuba Center
Phone: 865.523.9177
Email: skiscuba1@netzero.com



ICC Maryland

TEXAS

Renee' Tuggle
Texas General Land Office
Phone: 512.463.5057
Email: renee.tuggle@glo.state.tx.us
Web: www.texasadoptabeach.org

TEXAS - INLAND

Katie Sternberg
Keep Texas Beautiful
Phone: 512.478.8813
Email: katie@ktb.org

U.S. VIRGIN ISLANDS - ST CROIX

Marcia Taylor
University of the Virgin Islands
VIMAS
Phone: 340.692.4046
Email: mtaylor@uvi.edu

U.S. VIRGIN ISLANDS - ST. THOMAS/ST. JOHN

Elizabeth Ban
University of the Virgin Islands
Virgin Islands Marine Advisory
Service
Phone: 340.693.1392
Email: eban@uvi.edu
Web: www.uvi.edu

UTAH

Cavett Eaton
The Living Planet Aquarium
Phone: 801.355.3474
Email: cavett.e@thelivingplanet.com
Web: www.thelivingplanet.com

VERMONT

Jarrett Duncan
Phone: 802.763.7813
Email: jduncan@vermontlaw.edu

VIRGINIA

Katie Register
Clean Virginia Waterways
Phone: 434.395.2602
Email: cleanva@longwood.edu
Web: web.longwood.edu/cleanva

WASHINGTON

Joan Hauser-Crowe
WA State Parks
Phone: 360.902.8582
Email: joanh@parks.wa.gov

WISCONSIN

Kae DonLevy
Pier Wisconsin
Phone: 414.276.7700
Email: kdonlevy@pierwisconsin.org

About The Ocean Conservancy

Established in 1972, The Ocean Conservancy is a non-profit organization whose mission is to protect ocean ecosystems and conserve the global abundance and diversity of marine wildlife. Through science-based advocacy, research, and public education, we inform, inspire, and empower people to speak and act for the oceans. *Coastal Connection* is produced by the Conservancy's Office of Pollution Prevention and Monitoring. If you would like information about any of The Ocean Conservancy's programs, please contact either address (listed at right).

Headquarters

THE OCEAN CONSERVANCY

2029 K Street, NW

Washington, DC 20006

Phone: 202.429.5609 / Fax: 202.872.0619

www.oceanconservancy.org

Coastal Connection is produced by The Ocean Conservancy to promote beach, waterway, and underwater cleanups as well as other efforts to eliminate debris that injures wildlife, fouls our beaches and waterways, and threatens boater safety.

Editors: Sonya Besteiro, Seba Sheavly, Martha Cunningham, and Sara Bennington

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2029 K Street, NW
Washington, DC 20006



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